

Press release number 30/10

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Trade register

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Tax number

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Managing directors

Michael Schnarr
Thomas Schnarr

Using the automechanika fair as a multiplier Cargraphic is looking to win new markets

The car customiser, **Cargraphic**, is celebrating its 25th birthday in 2010 and now offers an extensive range for a wide variety of cars. "We now want to use this basis of experience and technical know-how for targeted further expansion", says CEO Michael Schnarr, who runs the family business with his brother Thomas. Their main objective in participating in the Frankfurt am Main automechanika fair is to find new trade partners at home and abroad and to extend the current sales network. **Cargraphic** will be exhibiting in Hall 4 on the joint VDAT stand from September 14th to 19th, and will be showing a Porsche Cayenne as well as further highlights of the 2010 collection to the trade visitors. The automechanika exhibition takes place every two years; the last one in 2008 attracted more than 160,000 people.

Michael Schnarr observes, "Since over 50% of the participants are foreign, the fair has a very international flavour." This is therefore, an ideal opportunity to enter discussions with new trade partners and to expand into new markets. Even though **Cargraphic** has a large German customer base, the export business has the lion's share. The attractiveness and expertise associated with the **Cargraphic** name underline a whole series of unique selling points. While other medium-sized tuning companies almost all farm out their manufacturing, the Landau company has, among other assets, its own exhaust factory in England. Stainless steel systems are made here to very strict standards for nearly every type of car from sporty vehicles for everyday use to genuine racing cars.

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By contrast, the collection of light metal rims is made entirely in Germany. It includes a whole range of high-quality designs with numerous individualisation options and exhibits very high manufacturing standards. A further advantage for **Cargraphic** is its decades-long experience in motor racing, differentiating the firm from pure show tuners. The products play a particularly prominent role in the Porsche racing scene. One of the many reasons must be the chassis technology used by the company, which is authorised as official **BILSTEIN Suspension Experts**. However, the commitment and know-how of the customiser goes far beyond mere installation. For instance, the **Cargraphic Airlift Suspension** is an internally developed pneumatic level control whose qualities even convinced Walter Röhrl. The rally legend tried it in 2009 at a test event. A large number of other components and bodywork installations complete the range, so interested visitors can see high performance exhibited in many forms on the same spot. The quality-oriented approach, reliable reputation and a broad coverage of car types make **Cargraphic** ideally prepared for this year's automechanika, ready to offer sales partners attractive prospects for cooperation.

Interested parties can contact the management directly at the exhibition – since the contact with new dealers is a top priority for the company.

Cargraphic at the automechanika in Frankfurt

Where: Exhibition centre in Frankfurt am Main
When: 14th to 19th September
Stand: Hall 4, joint stand No. 36 of the VDAT

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